GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1955
ANSWERED ON:13.12.2004
PRIVATISATION IN TOURISM SECTOR
Singh Shri Sitaram

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to take help of private sector to promote tourism;

(b) if so, the details thereof; and

(c) by when a final decision is likely to be taken in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SMT. RENUKA CHOWDHURY)

(a), (b) and (c): Promotion of Indian Tourism products in association with private sector is an on-going activity. The synergy is achieved by joint participation in Travel Shows, Road Shows, Seminars, Brochure Support, joint advertising and Market Development Assistance for service providers.